

# 2010 AMA Summer Marketing Educators' Conference

## Conference Program



### 2010 Agenda

<b>Thursday, August 12, 2010</b>	4:00 – 7:00 PM	Academic Placement Registration
	5:00 – 6:00 PM	Academic Placement Orientation
<b>Friday, August 13, 2010</b>	8:00 AM – 5:00 PM	Academic Placement
	10:00 AM – 6:30 PM	Conference Registration
	9:30 AM – 1:00 PM	Doc SIG Pre-Conference Symposium
	1:00 – 5:15 PM	Theory Pre-Conference Symposium
	5:00 – 6:30 PM	Opening Reception
<b>Saturday, August 14, 2010</b>	8:00 AM – 5:00 PM	Conference Registration
	8:00 AM – 5:00 PM	Academic Placement
	8:00 – 8:30 AM	Coffee and Danish
	8:30 – 10:00 AM	Sessions 001. – 008.
	10:00 – 10:30 AM	Break in Exhibit Area
	10:30 AM – 12:00 PM	Sessions 009. – 017.
	12:00 – 1:30 PM	Awards Luncheon
	1:30 – 3:00 PM	Sessions 018. – 026.
	3:00 – 3:30 PM	Break in Exhibit Area
	3:30 – 5:00 PM	Sessions 027. – 035.5.
	See Program for Specific Times	SIG Receptions
	<b>Sunday, August 15, 2010</b>	8:00 AM – 5:00 PM
8:00 AM – 5:00 PM		Academic Placement
8:00 – 8:30 AM		Coffee and Danish
8:30 – 10:00 AM		Sessions 036. – 044.
10:00 – 10:30 AM		Break in Exhibit Area
10:30 AM – 12:00 PM		Sessions 045. – 053.
12:00 – 1:30 PM		Lunch on Own
1:30 – 3:00 PM		Sessions 054. – 062.
3:00 – 3:30 PM		Break
3:30 – 5:00 PM		Sessions 063. – 071.
See Program for Specific Times	SIG Receptions	
<b>Monday, August 16, 2010</b>	8:00 AM – 12:00 PM	Conference Registration
	8:00 – 11:00 AM	Academic Placement
	8:00 – 8:30 AM	Coffee and Danish
	8:30 – 10:00 AM	Sessions 072. – 079.
	10:00 – 10:30 AM	Break
	10:30 AM – 12:00 PM	Sessions 080. – 088.
	12:00 PM	Conference Adjourns

#### 2010 Co-Chairs

Easwar Iyer, University of Massachusetts, Amherst

Robin Coulter, University of Connecticut

Theme: *"The Role of Marketing in Creating Customer Value and Enhancing Societal Welfare"*

# 2010 AMA Summer Marketing Educators' Conference

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### THURSDAY, AUGUST 12, 2010

4:00 PM – 7:00 PM

**Academic Placement Registration**

*Location: Back Bay Hall (3rd Floor)*

5:00 PM – 6:00 PM

**Academic Placement Orientation**

*Location: Berkeley (3rd Floor)*

### FRIDAY, AUGUST 13, 2010

8:00 A.M. – 5:00 P.M

**Academic Placement Registration**

*Location: Arlington (3rd Floor)*

8:00 A.M. – 5:00 P.M.

**Academic Placement Interviews**

*Location: Back Bay Hall (3rd Floor)*

8:00 A.M. – 2:00 P.M

**Academic Placement Employer Lounge**

*Location: Berkeley (3<sup>rd</sup> Floor)*

9:30 AM – 1:00 PM

**DocSIG Pre-Conference Symposium**

*Location: Salons H/I (4th Floor)*

1:00 PM – 5:15 PM

**Theory Pre-Conference Symposium**

*Location: Salons J/K (4th Floor)*

10:00 A.M. – 6:30 P.M.

**Conference Registration**

*Location: Registration Desk B (4th Floor)*

5:00 P.M. – 6:30 P.M.

**Summer Marketing Educators' Conference 2010 Reception and Exhibits**

*Location: Salon E (4th Floor)*

# 2010 AMA Summer Marketing Educators' Conference

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SATURDAY, AUGUST 14, 2010

7:30 AM – 9:00 AM

### **SIG Leadership Breakfast (by invitation only)**

Location: Vineyard (4th Floor)

8:00 A.M. – 5:00 P.M.

### **Conference Registration**

Location: Registration Desk B (4th Floor)

8:00 A.M. – 5:00 PM

### **Exhibits**

Location: Salon E (4th Floor)

8:00 A.M. – 8:30 AM

### **Coffee & Danish**

Location: Salon E (4th Floor)

8:00 A.M. – 5:00 P.M.

### **Academic Placement Registration**

Location: Arlington (3rd Floor)

8:00 A.M. – 5:00 P.M.

### **Academic Placement Interviews**

Location: Back Bay Hall (3rd Floor)

8:00 A.M. – 2:00 P.M.

### **Academic Placement Employer Lounge**

Location: Berkeley (3<sup>rd</sup> Floor)

8:30 AM – 10:00 AM

### **Conference Sessions 001. – 008.**

#### **001. Advertising/Brand Connections**

8:30 to 10:00 am

Boston Copley: Room 2: Salons A/B (4th Floor)

Participants:

Brand Your E-Mail: Embedding of Brand Elements Enhances Advertising Effectiveness. *Stefan Matthias Hampel, Department of Marketing, Chair for Direct Marketing; Larissa Viola Hammon, Department of Marketing, Chair for Direct Marketing; Hajo Hippner, Department of Direct Marketing*

Do Referral Reward Programs Enhance Customer Loyalty? Results of a Propensity Score Matching Study. *Ina Garnefeld, University of Paderborn; Sabrina Helm, John and Doris Norton School, The University of Arizona; Andreas Eggert, University of Paderborn; Steve Tax, University of Victoria*

Get a load of that! Make a score with your e-mail audience by embedding a video in your e-mail body. *Stefan Matthias Hampel, Department of Marketing, Chair for Direct Marketing; Hajo Hippner, Department of Direct Marketing*

The Impact of Sound Logos on Consumer Brand Evaluation. *Marc Melan, nurago GmbH - applied research technologies; Dirk Christoph Moosmayer, RWTH Aachen University*

Chair:

**Doris Berger**, Professor

#### **002. Branding and Societal Welfare**

8:30 to 10:00 am

Boston Copley: Room 3: Salons C/D (4th Floor)

Participants:

Enhancing Nonprofit Viability Through a Brands as Signals Framework. *Rikki Rose Pearce, University of Queensland; Leonard Vincent Coote, University of Queensland*

Enhancing brand attitudes and increasing societal welfare: The role of cause-related marketing. *Denise Steckstor, German Graduate School of Management & Law; Tomás Bayón, German Graduate School of Management & Law (GGS)*

The Role of Brand Familiarity in Parent Brand Environmental Orientation Consumer Perceptions. *Jacquelyn R Bybee, Florida State University; Mark Gleim, Florida State University; J Joseph Cronin, Florida State University*

Chair:

**Hongwei He**, University of Warwick

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### 003. Innovation: Firm and Consumer Perspectives

8:30 to 10:00 am

Boston Copley: Room 4: Salons H/I (4th Floor)

Participants:

- A bridge or a link? New product development decisions, innovation performance and the role of product innovativeness. *Giulia Calabretta, BI - Norwegian School of Management; Boris Durisin, Bocconi University*
- Business Model Design and Relationship Marketing Efforts in Entrepreneurial Ventures. *Malte Brettel, RWTH Aachen University; Steffen Strese, RWTH Aachen University*
- The Effect of Parent Brand Experience, Variety Seeking, and Consumer Innovativeness. *Ian Clark Sinapuelas, San Francisco State University; Deanna Wang, San Francisco State University*
- Incumbent Inertia: Recommendations for a Demand-Side Perspective. *Jonathan Bohlmann, North Carolina State Univ.; Michael A. Stanko, North Carolina State University*

Chair:

**Jonathan Bohlmann**, North Carolina State Univ.

### 004. Pricing

8:30 to 10:00 am

Boston Copley: Room 5: Salons J/K (4th Floor)

Participants:

- An Empirical Test of the Role of Consumer Perceived Value of an E-Retailer in Both Pure-Play and Multi-Channel E-Retailing Contexts. *Cuiping Chen, University of Ontario Institute of Technology; Lin Guo, University of New Hampshire; Chuanyi Tang, The University of Arizona*
- Do Shopping Events Promote Retail Brands? An Empirical Examination of Events in Retailing. *Alexander Leischnig, Freiberg University of Technology; Marko Schwertfeger, TU Bergakademie Freiberg; Anja Geigenmueller, TU Bergakademie Freiberg; Margit Enke, TU Bergakademie Freiberg*
- So Unfair! A Matter of Trust. *sanjeev tripathi, IIM Ahmedabad*
- The Role of Comparison Cues and Display Formats in Absolute versus Relative Assessment of Price Discounts. *Pilsik Choi Choi, Clark University; Keith Stuart Coulter, Clark University*

Chairs:

**Dinesh K Gauri**, Syracuse University

**Dhruv Grewal**, Babson

Discussant:

**Sarah Maxwell**, Fordham University

### 005. Co-production and Customer Participation in Services Marketing

8:30 to 10:00 am

Boston Copley: Room 6: Simmons (3rd Floor)

Participants:

- Customer coproduction behavior in technology-based self-service delivery process: the influence of store knowledge. *Shu Tzu Huang, Department of Management, National Kaohsiung First University of Science and Technology; Kuan-Yin Lee, Marketing and Logistics Management, Chaoyang University of Technology, Taiwan; Shih-Hao Wu, Department of Marketing and Distribution Management, National Kaohsiung First University of Science and Technology; Yin-Chieh Hsu, Department of Marketing and Distribution Management, National Kaohsiung First University of Science and Technology*
- Discretionary Collaborative Behavior: Consumers Help Themselves to Better Service. *Audrey Guskey, Duquesne University*
- Satisfaction in the Context of Customer Co-Production:.. *David Hunt, University of Wyoming; Stephanie Oneto, University of Wyoming; Philip Varca, University of Wyoming*
- Managing customer participation through customer education: A research agenda. *Mohamed Sobhy Ahmed Hassan Temerak, 1-Faculty of Commerce, Cairo University, Egypt 2-Nottingham University Business School; Sally Hibbert, Nottingham University Business School; Heidi Winklhofer, Nottingham University Business School*

### 006. Retail Loyalty

8:30 to 10:00 am

Boston Copley: Room 7: Suffolk (3rd Floor)

Participants:

- Business Intelligence Reporting for SME Retailers: Towards a Conceptual Framework. *Andrea Reid, University of Ulster; Hutchinson Karise, University of Ulster; Emma Fleck, University of Ulster*
- Denominations of Accrual in Fee-Based Frequency Programs. *Erin Adamson Gillespie, University of Mississippi; Stephanie Noble, The University of Mississippi*
- Leveraging Groups: The Driving Force of Prejudice on Customer Loyalty. *Joshua Thomas Beck, University of Washington; Robert Palmatier, University of Washington; Conor Michael Henderson, University of Washington*
- The deal knowledge of supermarket shoppers before, during, and after store visit. *Birger Boutrup Jensen, Aarhus School of Business, Aarhus University, Denmark*

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Chair:

**Gopalkrishnan Iyer**, Florida Atlantic University

### 007. Branding Issues

8:30 to 10:00 am

Boston Copley: Room 8: Wellesley (3rd Floor)

Participants:

An empirical comparison of the stereotype content model and the Aaker scale of brand personality in purchasing processes. *Katharina Sabine Guese, Otto-Friedrich-University; Bjoern Sven Ivens, Otto-Friedrich University; Franciska Krings, University of Lausanne; Brigitte Müller, University of Lausanne*

Novel Specifications: How Do Consumers Cope? *Chelsea Wise, University of Technology, Sydney; Paul F. Burke, University of Technology, Sydney; Sandra J. Burke, University of Technology, Sydney*

The Impact of Consumer Nostalgias and Self Concept on Brand Evaluations. *Guangzhi (Terry) Zhao, University of Kansas; Weiwei Li, Sun Yat-sen University; Taihong Lu, Sun Yat-sen University; Lefa Teng, University of Guelph*

This Wine Looks Good: The Effect of Wine Label Design. *Scott Sherman, Virginia Commonwealth University; Tracy Tuten, East Carolina University*

Chair:

**Kathleen Debevec**, University of Massachusetts

### 008. Journal of International Marketing Editorial Board Meeting

8:30 to 10:00 am

Boston Copley: Room 9: Regis (3rd Floor)

10:00 A.M. – 10:30 A.M.

### Break in Exhibit Area

Location: Salon E (4th Floor)

10:30 A.M. – 12:00 P.M.

### Conference Sessions 009. – 017.

### 009. Commentaries on the Theory Pre-Conference "Ideas that Matter: A Dialog on Enhancing Theory Development in Marketing"

10:30 to 12:00 pm

Boston Copley: Room 1: Provincetown (4th Floor)

Commentaries on the Theory Pre-Conference "Ideas that Matter: A Dialog on Enhancing Theory Development in Marketing"

Panelists:

**Roger Kerin**, Southern Methodist University

**Julie L. Ozanne**, Virginia Tech

**Aric Rindfleisch**, University of Wisconsin

**Roland Rust**, U. of Maryland

**Bart Weitz**, University of Florida

Chairs:

**Manjit S. Yadav**, Texas A&M University

**Deborah MacInnis**, University of Southern California

### 010. Promotions Targeting Specific Markets

10:30 to 12:00 pm

Boston Copley: Room 2: Salons A/B (4th Floor)

Participants:

Can One Size Fit All? Lesbian Responses To Gay-Oriented Advertising From A Social Identity Perspective. *Gillian Oakenfull, Miami University*

How Product Trial Alters the Effect of Regulatory Focus and Product Type on Persuasion: The Case of an Emerging Market. *Camelia Micu, fairfield university; tilottama chowdhury, quinnipiac university*

The Effect of Video Game Placements on Brand Attitude. *Kerri-Ann L. Kuhn, Queensland University of Technology; Nigel K. Ll. Pope, Griffith University*

To use or not to use? Age based sales promotions and the older consumer. *Lynn Sudbury, Liverpool John Moores University, UK; Peter Simcock, Liverpool John Moores University, UK*

Chair:

**Stevie Watson**, Rutgers Business School

### 011. Creation of Shareholder Wealth through Branding

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10:30 to 12:00 pm

Boston Copley: Room 3: Salons C/D (4th Floor)

Participants:

Conceptualizing the Selection Paradox during Mergers and Acquisitions: Implications for Consumer-based Brand Equity. *Kenneth Alonzo Anderson, Howard University; Eloise Coupey, Virginia Tech*

Shareholder Wealth Effect of Indian Brand Acquisitions. *Bikram Jit Singh Mann, Guru Nanak Dev University; Reena Kohli, Guru Nanak Dev University*

What is a Brand Worth in Exporting: Explorations on the OEM Versus OBM Strategies of Chinese Exporting Firms. *Zuohao Hu, School of Economics and Management, Tsinghua Univ. Beijing, 100084, China.; Xi Chen, Tsinghua University; Yi Qian, Kellogg School of Management, Northwestern University*

Discussant:

**Kenneth Alonzo Anderson**, Howard University

### 012. Managing Relationships and Networks for Firm Performance

10:30 to 12:00 pm

Boston Copley: Room 4: Salons H/I (4th Floor)

Participants:

Do Board Member Power Blocs Improve Firm Value and Management Effectiveness? *Shannon Cummins, University of Nebraska-Lincoln; Ravipreet S. Sohi, University of Nebraska-Lincoln*

Hedging Customers' Risks: A Portfolio Dynamics Perspective. *Alexander Eiting, TU Dortmund University; David M. Woisetschlager, TU Dortmund University; Heiner Evanschitzky, University of Strathclyde*

Interplay Between Internal Investment Specialization and Relationship Specialization in Value Creation and Value Appropriation. *Jongkuk Lee, Ewha Womans University*

Customer Relationship Management Processes: Understanding Firm Commitment to Customer Equity. *Devon S. Johnson, Northeastern University; Bruce Clark, Northeastern University; Gloria Barczak, Northeastern University*

Chair:

**Devon S. Johnson**, Northeastern University

### 013. Internationalization and Foreign Market Entry Strategy

10:30 to 12:00 pm

Boston Copley: Room 5: Salons J/K (4th Floor)

The four presentations in this sessions deal with important research in internationalization and foreign market entry strategy. They address issues such as born global, internationalization, and foreign market entry.

Participants:

Does It Matter When A Born Global Was Born? *Shabnam Haj Azim Zanjani, University of Massachusetts- Amherst; Kwong Chan, University of Massachusetts*

Preferred strategy in entry mode choice - an institutional perspective. *Bernhard Swoboda, University of Trier; Stefan Elsner, University of Trier; Dirk Morschett, University of Fribourg*

Success Factors of Internationalization Strategies in Business Research. *Martin Eisend, European University Viadrina; Susanne Schmidt, European University Viadrina*

Does Online Advertising Crosses Cultural Barriers? - A Cross-Cultural Analysis of Advertising Effectiveness. *Johannes Grassmann, RWTH Aachen University; Malte Brettel, RWTH Aachen University*

Chair:

**Beibei Dong**, Lehigh University

### 014. Customer Satisfaction, Loyalty and Retention

10:30 to 12:00 pm

Boston Copley: Room 6: Simmons (3rd Floor)

Participants:

The Effect of Standardization and Customization on Service Satisfaction. *Guangping Wang, Penn State University; Xiaoqin Ma, Jilin University; Jianling Wang, Nanjing University of Aeronautics and Astronautics; Robin Qiu, Penn State University; Wenyu Dou, mkwydou@cityu.edu.hk*

A Resource Theory Approach for Understanding Customer Loyalty to a Business. *Michael J Dorsch, Clemson University; Sebastian Forkmann, Clemson University; Stephen J. Grove, Clemson University*

Time and Sequence Effects in the Relationship between CRM and Performances (Acquisition, Growth and Retention). *Ilaria Dalla Pozza, Rouen Business School*

Customer-Bank Relationship Liking: Chinese and Greek Perspectives. *ibrahim abosag, The University of Manchester; Thomas Baker, Clemson University; Aliko-Dimitra Voulgari, Manchester Business School; Xiaoyuan Zheng, manchester business school*

### 015. Retail Strategy

10:30 to 12:00 pm

Boston Copley: Room 7: Suffolk (3rd Floor)

Participants:

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A combined experimental and evolutionary method for optimal store type diversification. *GEORGE BALTAS, ATHENS UNIVERSITY OF ECONOMICS & BUSINESS; NIKOLAOS MATSATSINIS, TECHNICAL UNIVERSITY OF CRETE; CHARALABOS SARIDAKIS, ATHENS UNIVERSITY OF ECONOMICS & BUSINESS; STELIOS TSAFARAKIS, TECHNICAL UNIVERSITY OF CRETE*

A Meta-analysis of the Drivers of Franchise System Performance. *Anthony Asare, Quinnipiac University; Jun Kang, University of Massachusetts Amherst; Thomas George Brashear, University of Massachusetts Amherst*

Managing Multi-Channel Competition in Online Retailing Systems. *Ruhai Wu, McMaster University; Manish Kacker, McMaster University; Ling Xue, University of Texas, Austin*

The Optimal Complementary Good Strategy for Duopoly Firms. *Shan-Yu Chou, National Taiwan University; Chyi-Mei Chen, National Taiwan University*

Chair:

**Naresh Malhotra**, Nanyang Business School, NTU, Singapore

### 016. Consumer Research on the Web

10:30 to 12:00 pm

Boston Copley: Room 8: Wellesley (3rd Floor)

Participants:

Factors Influencing the Use of Consumer-Generated Product Reviews: An Information Search Perspective. *Ohyoon Kwon, The University of Texas at Austin; Shu-Chuan Chu, DePaul University; Sejung Marina Choi, The University of Texas at Austin*

Looking for Information versus Looking for Interactivity: A Comparative Analysis of Consumers' Motives for Using Websites and Weblogs. *Dorothea Schaffner, Lucerne University of Applied Sciences and Arts; Nadine Stutz, Lucerne University of Applied Sciences and Arts*

What if the Web content and the Web ad are in two different languages? A code-switching effect test. *Cong Li, University of Miami; Sriram Kalyanaraman, University of North Carolina*

Chair:

**Girish Punj**, University of Connecticut

### 017. Understanding Differences in Recreational and Problem Gambling: Implications to Marketing and Public Policy

10:30 to 12:00 pm

Boston Copley: Room 9: Regis (3rd Floor)

Participants:

Dissociation and Gambling. *June Cotte, Ivey Business School, University of Western Ontario; Theodore J. Noseworthy, Ivey Business School, University of Western Ontario; Karen Finlay, University of Guelph*

Investigating the Potential Moderating Effect of Impulsivity on the Relationship Between Habit and Addiction in Online Gamblers. *Bill Jolley, Norwich University*

Investigating Risk-taking Factors in Identifying Gambling Motivations and Problem Gambling in College Students. *Stephen R. McDaniel, University of Maryland; Garry John Smith, University of Alberta; Jeremiah Weinstock, Saint Louis University*

The Gambling Habit. *Richard Mizerski, University of Western Australia; Desmond Lam, University of South Australia; Alvin Lee, The University of Western Australia*

Configural Comparative Modeling of Consumers Exhibiting Extreme Casino Visiting Behavior. *Arch G Woodside, Boston College; Man Zhang, University of Rhode Island*

12:00 P.M. – 1:30 P.M.

### Awards Luncheon

Location: Salon F (4th Floor)

1:30 PM – 3:00 PM

### Conference Sessions 018. – 026.

#### 018. Advertising and Children: What We Know, Think We Know, or Don't Really Know

1:30 to 3:00 pm

Boston Copley: Room 1: Provincetown (4th Floor)

Participants:

The Role of Cognitive Development in Children's Ability to Process Advertising Messages: Modern Insights vs. Piagetian Tradition. *Anna R. McAlister, University of Wisconsin-Madison; T. Bettina Cornwell, University of Michigan*

Consumer Socialization. *Les Carlson, University of Nebraska*

Television Commercial Violence: Potential Effects On Children. *Russ Lacznik, Iowa State University*

Who Lives in a Pineapple Under the Sea, SpongeBob Mac 'n' Cheese: Celebrity Characters as Advertainment. *Nora Rifon, Michigan State University*

The 1978 FTC Report on Advertising Aimed at Children: What They Thought They Knew Then, and What We Think We Know Now. *Richard T Cole, Michigan State University*

Mo' Better Regulation. *Jef I Richards, University of Texas*

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Chair:

**Elizabeth Taylor Quilliam**, Michigan State University

### 019. Effects of Ad Appeals

1:30 to 3:00 pm

Boston Copley: Room 2: Salons A/B (4th Floor)

Participants:

Colour Effects On Implicit Memory In A Print Advertising Context: A Process Dissociation Procedure Approach. *George G. Panigyrakis, Athens University of Economics and Business; Antigone G. Kyrousi, Athens University of Economics and Business*

Effects of Institutional Change towards Modernization on Consumer's Responses to Sex-Appeal Advertising. *Chung-Leung Luk, City University of Hong Kong; Wing-Chi Chow, University of Macau; Wendy Wan, Sun Yat-Sen University*

Comparing Health Persuasion Among Easterners and Westerners. *Sukki Yoon, Bryant University; Ashok Lalwani, University of Texas at San Antonio; Patrick Vargas, University of Illinois, Urbana-Champaign*

Role of Consumer Affect on the Effectiveness of Nostalgia Advertising. *Guangzhi (Terry) Zhao, University of Kansas; Darrel Muehling, Washington State University; Surendra Singh, University of Kansas; Junwu Chai, University of Electronic Science and Technology of China*

Chair:

**Michael W Kroff**, Montana State University

### 020. Inside Brand Personality

1:30 to 3:00 pm

Boston Copley: Room 3: Salons C/D (4th Floor)

Participants:

Using Brand Names to Create Brand Personality. *Rick Klink, Loyola University Maryland*

Why is Apple Cool? An Examination of Brand Coolness and its Marketing Consequences. *Rajendran Sriramachandramurthy, Rochester Institute of Technology; Monica Hodis, St John Fisher College*

Comparing Axiological and Personality Approaches to Brand Profiling: An Examination of Mercedes (Sweden). *Stuart Barnes, University of East Anglia; Jan Mattsson, Roskilde University*

Discussant:

**Ted Matherly**, University of Maryland

### 021. Product and Pricing Strategies

1:30 to 3:00 pm

Boston Copley: Room 4: Salons H/I (4th Floor)

Participants:

Leaving the Tier: Asymmetric Pricing Patterns in Online High Tech Shops. *Charles Wood, Duquesne University; Sourav Ray, McMaster University; Paul Messinger, University of Alberta Business School*

Pricing Strategy: Disclosure of Factors Driving the Choice of Pricing Strategy for New Products or Services. *Jonas Kaiser, RWTH Aachen University; Malte Brettel, RWTH Aachen University*

Product Recalls and Market Share: A Longitudinal Analysis. *David M. Woisetschläger, TU Dortmund University; Korbinian von Blanckenburg, DIW Deutsches Institut für Wirtschaftsforschung; Markus Blut, TU Dortmund University*

An Event History Analysis Of Product Modifications In The U.S. Automotive Industry. *Sengun Yenyurt, Rutgers University; Aykut Ekiyor, Gazi University*

Chair:

**Sengun Yenyurt**, Rutgers University

### 022. Issues in Global Marketing Strategy

1:30 to 3:00 pm

Boston Copley: Room 5: Salons J/K (4th Floor)

Participants:

Concurrent Sourcing Strategy of Foreign Firms in China: Integrating Transaction Cost Economics and Institutional Theory. *Min Ju, Saint Louis University; Janet Y. Murray, University of Missouri-St. Louis; Gerald Yong Gao, University of Missouri-St. Louis*

Curvilinear Relationship between Cultural Distance and Equity Participation: An Empirical Analysis of Cross-Border Acquisitions. *Shavin Malhotra, Ryerson University; K Sivakumar, Lehigh University; PengCheng Zhu, University of the Pacific*

The Impact of Integration and Responsiveness on MNC Subsidiary's Market Orientation. *Riliang Qu, Renmin University Business School*

Marketing, Product, and Agents: How Do Contemporary Firms Achieve Legitimacy in International Markets? *Douglas Lars Johansen, Jacksonville University; Gary A Knight, Florida State University; Piet Pauwels, Maastricht University*

Chair:

**Linda Hui Shi**, University of Victoria

### 023. The Many Faces of Face in Cross-Cultural Research

1:30 to 3:00 pm

Boston Copley: Room 6: Simmons (3rd Floor)

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### Participants:

Western Brands and Chinese Face: Luxury Meaning in a Globalizing World. *Nancy Wong, University of Wisconsin-Madison; Siok Tambyah, National University of Singapore; Aaron Ahuvia, University of Michigan-Dearborn*  
The Measurement of Face Pressure and its Role in Consumer Behavior. *Karthik Easwar, The Ohio State University; Robert E Burnkrant, The Ohio State University; Dahai Dong, Dalian University of Technology*  
Face Goals, Concern for Face, and Word-of-Mouth Strategies. *Haskin Chan, The Chinese University of Hong Kong; Lisa C Wan, Lingnan University*

### 024. Creating Customer Value in East, Southeast and South Asia

1:30 to 3:00 pm

Boston Copley: Room 7: Suffolk (3rd Floor)

#### Panelists:

**Bernd Schmitt**, Columbia University  
**Jagdish Sheth**, Emory University  
**Kam-hon Lee**, The Chinese University of Hong Kong  
**George T. Haley**, University of New Haven

#### Chair:

**George T. Haley**, University of New Haven

### 025. Information Search and Product Preferences

1:30 to 3:00 pm

Boston Copley: Room 8: Wellesley (3rd Floor)

#### Participants:

Consumer Knowledge and External Pre-purchase Information Search: A Meta-Analysis of the Evidence. *pingjun jiang, La Salle University; Bert Rosenbloom, Drexel University*  
Do Oscar Award and Nomination Signal Movie Success? An Empirical Examination. *WEILING ZHUANG, Louisiana Tech University; Qian Xiao, West Texas A&M University; Barry Babin, Louisiana Tech University; Mihaela Paun, Louisiana Tech University*  
Evaluating Ratio Data and the Role of Consumer Processing Mode: Can Analytical Processing Bias Judgments? *Dipayan Biswas, Bentley University; Patricia Norberg, Quinnipiac University; Donald Lehmann, Columbia University*  
Stabilizing Customer Preferences for Really New Products Through Internal and External Learning. *Mario Rese, Ruhr-Universität Bochum; Wolf Christian Strotmann, Ruhr-Universität Bochum; Daniel Weber, Ruhr-Universität Bochum*

#### Chair:

**Eda Gurel-Atay**, University of Oregon

### 026. JMR Editorial Board

1:30 to 3:00 pm

Boston Copley: Room 9: Regis (3rd Floor)

3:00 P.M. – 3:30 P.M.

### Break in Exhibit Area

Location: Salon E (4th Floor)

3:30 PM – 5:00 PM

### Conference Sessions 027. – 035.5.

### 027. The Future of Globalization: Some Key Concerns and Possible Solutions

3:30 to 5:00 pm

Boston Copley: Room 1: Provincetown (4th Floor)

#### Participants:

Restructuring the Policy/Business Tangent. *Michael Czinkota, Georgetown University and University of Birmingham*  
Restructuring the Policy/Business Tangent  
"Chindia's" Impact on Globalization. *Jagdish Sheth, Emory University*  
"Chindia's" Impact on Globalization  
The Impact of Globalization on Industrialized Countries. *Masaaki Kotabe, Temple University*  
The Impact of Globalization on Industrialized Countries  
Globalization from the Bottom Up. *A. C. "Josh" Samli, University of North Florida*  
Globalization from the Bottom Up

### 028. SIG CB: Marketing, Consumption and Consumer Well-being

3:30 to 5:00 pm

Boston Copley: Room 2: Salons A/B (4th Floor)

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### Participants:

Impact of Providing Sanitary Pads to Poor Schoolgirls in Africa. *Linda Scott, University of Oxford; Catherine Dolan, University of Oxford*  
Housing-Induced Vulnerability and Hope-Driven Innovativeness. *Jose Antonio Rosa, University of Wyoming; Stacey Menzel Baker, University of Wyoming*  
LEED® Your Way to More Value: Occupant Evaluation of Sustainable Building. *Sharmin Attaran, Bryant University; Bilge Gokhan Celik, Roger Williams University*  
How Corporate Social Responsibility Can Enhance Event Sponsorship Effectiveness. *Angeline Close, University of Nevada, Las Vegas; Russell Lacey, University of New Orleans (4th Floor); Zach Finney, University of South Alabama*

### Chairs:

**Colleen Bee**, Oregon State University  
**Linda Tuncay Zayer**, Loyola University Chicago

### Discussant:

**Cliff Shultz**, Loyola University Chicago

### 029. SIG-Retailing: Shopping and Consumption

3:30 to 5:00 pm

Boston Copley: Room 3: Salons C/D (4th Floor)

### Participants:

How Far Will You Travel to Save Money? The Moderating Effects of Product Availability Uncertainty. *Dhruv Grewal, Babson; Praveen K Kopalle, Dartmouth College; Howard Marmorstein, Univ. of Miami (Florida); Anne Roggeveen, Babson College*  
How Far Will You Travel to Save Money? The Moderating Effects of Product Availability Uncertainty  
Retailers' Sorting on Price and Brand Names: Effects on Price Perceptions. *Rajneesh Suri, Drexel University; Jane Z Cai, University of Rhode Island; Kent B Monroe, University of Richmond; Mrugank Thakor, John Molson School of Business, Concordia University*  
Retailers' Sorting on Price and Brand Names: Effects on Price Perceptions  
The Effectiveness of Green Strategies on Consumers Perceptions of Value, Quality, and Purchase Intentions. *Norm Borin, California Polytechnic State San Luis Obispo; R. Krishnan, University of Miami; Joan Lindsey-Mullikin, California Polytechnic State University*  
The Effectiveness of Green Strategies on Consumers Perceptions of Value, Quality, and Purchase Intentions

### Chairs:

**Dhruv Grewal**, Babson  
**Anne Roggeveen**, Babson College

### Discussant:

**R. Krishnan**, University of Miami

### 030. SIG: SERVICE Service Arts: New Perspectives on Serving Customers

3:30 to 5:00 pm

Boston Copley: Room 4: Salons H/I (4th Floor)

### Panelists:

**Raymond Fisk**, Texas State University - San Marcos  
**Stephen J. Grove**, Clemson University  
**Michael J Dorsch**, Clemson University  
**Aidan Daly**, National University of Ireland

### Chair:

**Mark Scott Rosenbaum**, Northern Illinois University

### 031. Free Riding and Resale Price Maintenance

3:30 to 5:00 pm

Boston Copley: Room 5: Salons J/K (4th Floor)

### Panelists:

**Peter Verhoef**, Groningen  
**Patricia Norberg**, Quinnipiac University  
**Bart Weitz**, University of Florida  
**Paul Farris**, University of Virginia

### 032. The Role of Marketing in Creating Social Value and Enhancing Societal Welfare

3:30 to 5:00 pm

Boston Copley: Room 6: Simmons (3rd Floor)

### Participants:

Three Domains of Value: Private, Public and Social. *Sullivan Mort Gillian, La Trobe University*  
Market Segmentation Strategy, Resource-Advantage Theory, and Societal Welfare. *Shelby D. Hunt, Texas Tech University*  
The Role of Marketing in the Co-Creation of Social Value. *Robert E McDonald, Texas Tech University*

### 033. Exploring the Changing Dynamics of Athlete Endorsement Deals: The Practitioners' Perspective

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3:30 to 5:00 pm

Boston Copley: Room 7: Suffolk (3rd Floor)

Discussants:

**Kristen Kuliga**, Altus Marketing & Management

**John Lynch**, Reebok International

**Jason Howarth**, Conover Tuttle Pace

**Derek Boyle**, Sports Identity

### 034. Judgement and Decision Making

3:30 to 5:00 pm

Boston Copley: Room 8: Wellesley (3rd Floor)

Participants:

Eliciting Creativity: The Interactive Nature of External Primes, Cognitive Load and Performance Feedback. *Mousumi Bose Godbole, Fairfield University; Judith Anne Garretson Folse, Louisiana State University*

Honoring the Check: Exchange Relationships in Pay-What-You-Want Pricing. *Rajesh Prakash Bhargave, The University of Texas at San Antonio; Abhijit Guha, Wayne State University*

The Mediating Role of Choice Processing Strategy in the Effect of Self Regulation on Attraction Effect. *Ali Besharat, University of South Florida; Sajeev Varki, University of South Florida*

Use of the Affect Heuristic in Evaluations of Product Innovations. *Jesse Stocker King, University of Oregon*

Chair:

**KUNTER GUNASTI**, University of Connecticut

### 035. Meet the AMA Editors

3:30 to 5:00 pm

Boston Copley: Room 9: Regis (3rd Floor)

Participants:

Journal of Marketing. *Ajay Kohli, Georgia Institute of Technology*

Journal of Marketing

Journal of Marketing Research. *Tulin Erdem, NYU*

Journal of Marketing Research

Journal of International Marketing. *David A. Griffith, Michigan State University*

Journal of International Marketing

Journal of Public Policy & Marketing. *Ron Hill, Villanova School of Business*

Journal of Public Policy & Marketing

### 035.5 SIG-Sales: Complexities and Challenges in Conducting Sales Research: Sampling, Response Rates, Article Placements (Quality and Quantity), and Scholar Training

3:30 to 5:00 pm

Boston Copley: Room 10: Harvard (3rd Floor)

Participants:

James S. Boles – Jim is Professor of Marketing at Georgia State University and serves as Editor of the *Journal of Personal Selling & Sales Management*.

Andrea L. Dixon – Andrea is Executive Director Keller Center for Research and the Center for Professional Selling and is the Frank M. and Floy Smith Holloway Professorship in Marketing and Associate Professor in the Hankamer School of Business at Baylor University.

Greg W. Marshall – Greg is the Charles Harwood Professor of Marketing and Strategy in the Crummer Graduate School of Business at Rollins College and serves as Editor of the *Journal of Marketing Theory and Practice*.

William C. Moncrief – Bill is Senior Associate Dean and is the Charles F. and Alan P. Bedford Professor of International Business in the Neely School of Business at Texas Christian University.

5:00 P.M. – 6:30 P.M.

### Services Marketing SIG Member Reception

Location: Vermont (5th Floor)

5:00 P.M. – 7:15 P.M.

### Teaching and Learning SIG and Sales SIG Joint Member Reception

Location: Orleans (4th Floor)

5:00 P.M. – 6:00 P.M.

### Global Marketing SIG and Doctoral Student SIG Joint Member Reception

Location: Vineyard (4th Floor)

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5:00 P.M. – 7:00 P.M.

**Consumer Behavior SIG and Retailing SIG Joint Member Reception**

*Location: Tremont (1st Floor)*

5:00 P.M. – 7:00 P.M.

**Marketing & Society SIG Awards Reception**

*Location: Simmons (3<sup>rd</sup> Floor)*

5:45 P.M. – 7:00 P.M.

**Interorganizational SIG Member Reception**

*Location: Suffolk (3<sup>rd</sup> Floor)*

6:00 P.M. – 7:00 P.M.

**Marketing Research SIG Member Reception**

*Location: Nantucket (4th Floor)*

5:30 P.M. – 7:00 P.M.

**Entrepreneurial Marketing SIG and Sports and Special Events Marketing SIG Joint Member Reception**

*Location: Yarmouth (4th Floor)*

5:30 P.M. – 7:00 P.M.

**Marketing and Diversity SIG, Relationship Marketing SIG and Marketing Communications SIG Joint Member Reception**

*Location: Salons C/D (4th Floor)*

### SUNDAY, AUGUST 15, 2010

8:00 A.M. – 8:30 A.M.

**Coffee & Danish**

*Location: Salon E (4th Floor)*

8:00 A.M. – 3:30 P.M.

**Exhibits**

*Location: Salon E (4th Floor)*

8:00 A.M. – 5:00 P.M.

**Conference Registration**

*Location: Salon E (4th Floor)*

8:00 A.M. – 5:00 P.M.

**Academic Placement Registration**

*Location: Arlington (3rd Floor)*

8:00 A.M. – 5:00 P.M.

**Academic Placement Interviews**

*Location: Back Bay Hall (3rd Floor)*

8:00 A.M. – 2:00 P.M.

**Academic Placement Employer Lounge**

*Location: Berkeley (3<sup>rd</sup> Floor)*

8:30 AM – 10:00 AM

**Conference Sessions 036. – 044.**

**036. Customer Management in Business Markets**

*8:30 to 10:00 am*

*Boston Copley: Room 1: Provincetown (4th Floor)*

Participants:

Is Communicating Customer Prioritization a Double-Edged Sword? Exploring the Effects of Perceived Prioritization and Status Consciousness on Customer Loyalty and Profitability. *Hauke A. Wetzel, University of Mannheim; Maik Hammerschmidt, University of Mannheim; Hans H. Bauer,*

# 2010 AMA Summer Marketing Educators' Conference

## Conference Program



*University of Mannheim*

Service Failure and Customer Recovery: Differences Between B2B- and B2C-industries. *Markus Blut, TU Dortmund University; Christian Brock, University of Strathclyde; Heiner Evanschitzky, University of Strathclyde; Peter Kenning, Zeppelin University*

What Buying Companies Expect from Suppliers in the Case of a Complaint. *Thorsten Gruber, The University of Manchester; Stephan C. Henneberg, Manchester Business School; Bahar Ashnai, The University of Manchester; Peter Naude, Manchester Business School; Alexander E. Reppel, Royal Holloway, University of London; Frank Huber, University of Mainz*

Trust in Interfirm Relationships: Expanding Insights into Relational Capabilities and Customer Preferences. *Alexander Rossmann, University of St.Gallen, Switzerland*

Chair:

**Jennifer Chandler**, University of Hawaii at Manoa

### 037. Corporate Social Responsibility and Citizenship

8:30 to 10:00 am

*Boston Copley: Room 2: Salons A/B (4th Floor)*

Participants:

Beyond the Marketing Mix: Competing Through Corporate Social Initiatives. *shuili du, Simmons (3rd Floor) (4th Floor) College; C.B. Bhattacharya, European School of Management and Technology, and Boston University; Sankar Sen, Baruch College*

General and Carbon Related Environmental Knowledge, Attitudes and Behavior: A Structural Equation Modeling Approach. *michael Jay Polonsky, Deakin University; Andrea Vocino, Deakin University; Stacy Landreth Grau, Texas Christian University; Romana Garma, Victoria University*

Resource Allocation for Corporate Social Responsibility in Business-to-Business Markets. *Paul Ingenbleek, Wageningen University*

Excessive Buying: The Construct and Scale Development. *Lan Wu, California State University, East Bay; Naresh Malhotra, Nanyang Business School, NTU, Singapore*

Chair:

**Kelly Martin**, Colorado State University

### 038. Managing Brands: Design, Partnerships and Extension

8:30 to 10:00 am

*Boston Copley: Room 3: Salons C/D (4th Floor)*

Participants:

Consumer Value Of Product Design And Its Measure. *minu Kumar, San Francisco State University; Charles H. Noble, University of Mississippi*

Consumer evaluation of brand stretch: The effects of brand identification and brand alliance. *Hongwei He, University of Warwick; Yan Li, Swansea University*

From Fiction to Fact: Exploring the Defictionalization of Brands in Media. *Stuart Barnes, University of East Anglia; George Chrysochoidis, University of East Anglia*

The Authenticity of Brand Extensions: A Complementary Construct to Fit. *Susan Spiggle, University of Connecticut; Hang Thu Nguyen, University of Connecticut; Mary Caravella, University of Connecticut*

Chair:

**scott jones**, Stetson University

### 039. Behavioral Considerations for Marketing Strategy

8:30 to 10:00 am

*Boston Copley: Room 4: Salons H/I (4th Floor)*

Participants:

Developing Strategy for New, Innovative Products Using Consumer's Mindfulness and Knowledge. *Mary E. Schramm, Kent State University*

Institutional Pressures, Managerial Cognition and Organizational Behavior: Insights from a Study of Multicultural Marketing. *Kamila Sobol, York University*

The emotional consequences of unprofitable customer abandonment: Feeling sorry for the other or good about yourself? *Michael Haenlein, ESCP Europe; Andreas M. Kaplan, ESCP Europe*

Behavioral post-consumption intentions from a higher-order multidimensional value perspective. *Zauner Alexander, WU Vienna; Arne Floh, WU Vienna; Monika Koller, WU Vienna*

Chair:

**Arne Floh**, WU Vienna

### 040. Consumption, Corporate Branding, and Culture

8:30 to 10:00 am

*Boston Copley: Room 5: Salons J/K (4th Floor)*

Participants:

A Conceptual Study of Cross-Cultural Comparison between Developing and Developed Economies for Domestic Consumption: Cognitive, Affective, and Normative Processes. *Xuehua Wang, Shanghai University of Finance & Economics; Robert Mai, Dresden University of Technology*

Affective and Cognitive Assessment of Foreign Countries: Impact on Behavioral Intentions. *Eva Maria Oberecker, University of Vienna; Adamantios Diamantopoulos, University of Vienna*

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Do consumers perceive a standardized corporate brand consistently across countries? *Margot Löwenberg, University of Trier; Markus Meierer, University of Zurich; Bernhard Swoboda, University of Trier; Stefan Elsner, University of Trier*

The Effects of Corporate-Brand Credibility, Perceived Corporate-Brand Origin, and Self-Image Congruence in Emerging Economies: Evidence from China's Auto Industry. *Xuehua Wang, Shanghai University of Finance & Economics; Zhilin Yang, City University of Hong Kong; Sifei Zhang, Wuhan University*

Chair:

**Frank Franzak**, Virginia Commonwealth University

### 041. Insights into Service Providers and Service Pricing Strategy

8:30 to 10:00 am

Boston Copley: Room 6: Simmons (3rd Floor)

Participants:

The unattended effects of satisfying professional services clients: The influence of client satisfaction and attitudinal congruence on employee retention. *Regina Viola Frey, German Graduate School of Management and Law; Tomás Bayón, German Graduate School of Management & Law (GGS)*

Service Quality and Enterprise Agility: Employee Perceptions of Retailer Flexibility. *Joseph C. Miller, Rochester Institute of Technology; Roger J. Calantone, Michigan State University; Clay Voorhees, Michigan State University*

Revisiting the extrinsic - intrinsic conundrum: Which reward helps to improve frontline employee performance? *Neeru Malhotra, Aston University, Birmingham, UK; Avinandan Mukherjee, Montclair State University, New Jersey, USA; David Gilliland, Colorado St Univ*

Pricing of Services: Offer Characteristics' Impact on Success of Strategic Pricing Decisions of Innovative SMEs. *Jonas Kaiser, RWTH Aachen University; Timo Moeller, RWTH Aachen University; Malte Brettel, RWTH Aachen University*

### 042. Innovation: Looking Ahead

8:30 to 10:00 am

Boston Copley: Room 7: Suffolk (3rd Floor)

Participants:

Projective Customer Competence: Understanding Difficult-to-Articulate Customer Needs That Drive Innovation and Financial Performance.

*Michael A. Stanko, North Carolina State University; Joseph M. Bonner, University of Wisconsin-Eau Claire; Mitzi Montoya, North Carolina State University*

Apples and apples or apples and oranges? A comparative analysis of success drivers in new product development and new service development.

*Christian Homburg, University of Mannheim; Christina Kuehnl, University of Mannheim*

Mapping Configurational Thinking Relating to New Product Development. *Arch G Woodside, Boston College*

The Innovation Radar: An Innovation Typology. *Jiyao Chen, Kellogg School of Management; Mohanbir Sawhney, Kellogg School of Management*

Chair:

**Doris Berger**, Professor

### 043. Persuasion and Advertising

8:30 to 10:00 am

Boston Copley: Room 8: Wellesley (3rd Floor)

Participants:

Affect, Framing and Warranty Choice: The Mediation Role of Perceived Purchase Risk. *Amjad Abu ELSamen, University of Jordan; Fernando R.*

*Jiménez, The University of Texas at El Paso*

Consumer Worldmindedness and Attitudes to Product Positioning in Advertising. *Edwin Nijssen, Eindhoven University of Technology; Susan*

*Douglas, NYU*

Cultural perspectives on resistance to persuasion. *Attila Yaprak, Wayne State University*

Self-Constraint, Shopping Motive and Ad-Message Framing. *Annie Peng Cu, West Virginia University; Theresa Wajda, Slippery Rock University;*

*Michael Hu, Kent State University; Jody L. Crosno, West Virginia University*

Chair:

**Abhijit Biswas**, Wayne State University

### 044. JM Editorial Board

8:30 to 10:00 am

Boston Copley: Room 9: Regis (3rd Floor)

10:00 A.M. – 10:30 A.M.

**Break in Exhibit Area**

Location: Salon E (4th Floor)

10:30 AM – 12:00 PM

# 2010 AMA Summer Marketing Educators' Conference

## Conference Program



### Conference Sessions 045. – 053.

#### 045. Framing Corporate Social Responsibility within Marketing Strategies: Academic and Practitioner Frameworks for Understanding the CSR Drivers

10:30 to 12:00 pm

Boston Copley: Room 1: Provincetown (4th Floor)

Panelists:

**Linda Ferrell**, University of New Mexico  
**O.C. Ferrell**, University of New Mexico  
**Victoria Crittenden**, Boston College  
**William Crittenden**, Northeastern University  
**James Sinkula**, University of Vermont (5th Floor)  
**Christopher Pinney**, Boston College  
**Minette Drumwright**, University of Texas at Austin

Chair:

**Bodo Schlegelmilch**, Vienna University of Economics and Business

#### 046. Ethical Marketing Practice

10:30 to 12:00 pm

Boston Copley: Room 2: Salons A/B (4th Floor)

Participants:

Values and Ethical Perceptions between Entrepreneurs and Managers. *Kwon Jung, KDI School of Public Policy & Management*  
An Ethical Assessment of Neuroscience in Marketing. *Alex Rosen, Villanova University; Ron Hill, Villanova School of Business*  
An Empirical Study of the Effectiveness of Charity Advertising Appeals in the Context of Volunteerism. *Guangzhi (Terry) Zhao, University of Kansas; Connie Pechmann, UC Irvine*  
The Influence of Parental Style on Response to Advertising: An Experiment. *John F. Tanner, Baylor University; Mary Anne Raymond, Clemson University*

Chair:

**Stevie Watson**, Rutgers Business School

#### 047. Person and Celebrity Brands

10:30 to 12:00 pm

Boston Copley: Room 3: Salons C/D (4th Floor)

Participants:

Celebrity Brands: The Moderating Role of Celebrity Worship on Attitudes and Intentions. *Christine Kowalczyk, University of Memphis*  
People as Virtual Products: Analyzing Human Exchanges on Craigslist and Gumtree.com. *Mark Scott Rosenbaum, Northern Illinois University; Kate Daunt, Cardiff Business School*  
Marketing Professionals' Perceptions of Personally Branded Websites. *Neil F Hair, E Philip Saunders College of Business, Rochester Institute of Technology; Chris Adams, Rochester Institute of Technology*

Discussant:

**Jean-Francois Belisle**, McGill University

#### 048. Beyond Market Orientation

10:30 to 12:00 pm

Boston Copley: Room 4: Salons H/I (4th Floor)

Participants:

Exploring Organizational Ambidexterity In Market Information Processing and Research and Development. *Binh Hoa Nguyen, Oklahoma State University; Gary Frankwick, Oklahoma State University*  
From Organizations' Strategic Orientations through Innovativeness to Performances. *Sohyoun Shin, PHD candidate, Korea University, Seoul, Korea; Sungho Lee, Department of Business Administration, University of Seoul; Seoil Cha, Korea University Business School*  
Leveraging The Periphery: An Emerging Capability of the Marketing Organization. *Omar Rodriguez, Emory University (GBS)*  
The impact of market driving strategy on firm performance. *Goran Vlasic, Bocconi University, University of Zagreb; Gabriele Troilo, Bocconi University; Ajay Kohli, Georgia Institute of Technology*

Chair:

**Rebecca J Slotegraaf**, Indiana University

#### 049. Cross-Cultural Determinants of Purchase Intentions

10:30 to 12:00 pm

Boston Copley: Room 5: Salons J/K (4th Floor)

The four presentations in this session address the cross-cultural determinants of consumer purchase intentions. The deal with issues such as country image, attribution of blame, impulsiveness, and counterfeit.

Participants:

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Country Image and Product Image: Decomposing the Country-of-Origin Effect. *Cheng Wang, University of New haven*

Do They Make or Sell Bad Products? The Influence of Thinking Style on Consumer Blame Attributions and Purchase Intention. *Sukki Yoon, Bryant University; Chi-yue Chiu, University of Illinois at Urbana-Champaign*

Looking Beyond Impulse Buying: A Cross-cultural and Multi-domain Investigation of the Consumer Impulsiveness Trait. *Piyush Sharma, Hong Kong Polytechnic University; Bharadhwaj Sivakumaran, Great Lakes Institute of Management; Roger Marshall, Auckland University of Technology*

Foreign Brand Preferences - When Do Consumers Buy the Counterfeit? Cross-Country Insights. *Bernhard Swoboda, University of Trier; Karin Pennemann, University of Trier; Markus Taube, Mercator School of Management*

Chair:

**Naresh Malhotra**, Nanyang Business School, NTU, Singapore

### 050. Service Failure and Recovery Expectations

10:30 to 12:00 pm

Boston Copley: Room 6: Simmons (3rd Floor)

Participants:

An Exploratory Study of Failed Relationship Transitions in Nonprofit Service Patrons. *Brooke Reavey, Drexel University; Michael J Howley, Drexel University; Daniel Korschun, Drexel University*

Service Provider's Babyfaces and Customer Satisfaction in Service Failure Situations. *Chun-Ming Yang, Ming Chuan University, Taiwan; I-Ling Ling, National Chia-Yi University, Taiwan; Edward Ku, Department of Travel Management, National Kaohsiung Hospitality College*

Understanding the Influence of National Culture on Service Recovery Expectations. *Thorsten Gruber, The University of Manchester; Ilma Nur Chowdhury, North South University*

"I am the best happy customer and I am your worst nightmare as an unhappy customer": Do customers forgive service failures? *Yelena Tsarenko, Monash University; Yuliya Strizhakova, Rutgers University - Camden*

### 051. Innovation: Operational Advances

10:30 to 12:00 pm

Boston Copley: Room 7: Suffolk (3rd Floor)

Participants:

Creative Team Efficacy, Team Psychological Factors, and Product Concept Novelty. *Anju Sethi, Clarkson University; Rajesh Sethi, Clarkson University*

Factors Influencing Firm Success with Open Innovation: An Investigation of Relational Proclivity and Supplier Relationships. *Sanjay Sisodiya, University of Idaho*

Radical innovation and performance - The mediating role of manufacturer-retailer relationship characteristics. *Sven Molner, University of St.Gallen; Silke Mühlmeier, University of St.Gallen; Tim Oliver Brexendorf, University of St.Gallen; Torsten Tomczak, University of St.Gallen*

From Networks to Networking Capability. *Jifeng Mu, Alabama A&M University; Anthony Di Benedetto, Temple University*

Chair:

**Gaia Rubera**, Michigan State University

### 052. Regulatory Issues

10:30 to 12:00 pm

Boston Copley: Room 8: Wellesley (3rd Floor)

Participants:

Eager Vigilance in Consumer Response to Negative Information: The Role of Regulatory Focus and Information Ambiguity. *Hua Li, SKEMA Business School, France; Dwight Merunka, Universite Aix Marseille 3 CERGAM*

Goal Focus and Self-Attention's Influence on Consumer Shopping Intentions. *Kevin Lehnert, Grand Valley State University; Mark Arnold, Saint Louis University*

The Effect of Decision Task, Need for Touch, and Product Type on Consumers' Choice between Promotion and Prevention Appeals. *Tilottama Chowdhury, Quinnipiac University; Camelia Micu, Fairfield University*

The Moderating Role of Goal Orientation on the Satisfaction - Willingness to Pay Relationship. *Mark Arnold, Saint Louis University; Chad Milewicz, University of Southern Indiana; Thomas Baker, Clemson University; Kristy E. Reynolds, University of Alabama*

Chair:

**Gergana Nenkov**, Boston College

### 053. JPP&M Editorial Board Meeting

10:30 to 12:00 pm

Boston Copley: Room 9: Regis (3rd Floor)

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12:00 P.M. – 1:30 P.M.

**Lunch on Your Own (exhibit hall open)**

12:00 P.M. – 1:30 P.M.

**Marketing Strategy SIG Mahajan Award Luncheon (by invitation only)**

*Location: St. Botolph (4<sup>th</sup> Floor)*

12:00 P.M. – 1:30 P.M.

**Doctoral Student SIG Luncheon (Pre-Registration Required)**

*Location: Tremont (1st Floor)*

1:30 PM – 3:00 PM

**Conference Sessions 054. – 062.**

### **054. SIG Doc: PhD to Professor: Current Trends, Hiring, & Interviewing in the Marketing Field**

*1:30 to 3:00 pm*

*Boston Copley: Room 1: Provincetown (4th Floor)*

Panelists:

**Jagdish Sheth**, Emory University

**Peggy Cunningham**, Dalhousie University

**Remi Trudel**, Boston University

**Lisa Cavanaugh**, University of Southern California

**Veronica Thomas**, Kent State University

### **055. Sports Sponsorship**

*1:30 to 3:00 pm*

*Boston Copley: Room 2: Salons A/B (4th Floor)*

Participants:

Lovers, Haters and the Rest: Exploring Consumer Perceptions of Brands Sponsoring a Competitor in Sport. *scott jones, Stetson University*  
A Global Markets' Perspective of International Commercial Sponsorship. *Joe Cobbs, Northern Kentucky University; Mark Groza, University of Massachusetts; Stephen W. Pruitt, University of Missouri—Kansas City*

Investigating the effect of sponsor level, length, prominence and relatedness on recall and residual rates over time. *Adam Joseph Karg, Deakin University; Heath McDonald, Deakin University*

The Influence of Event Quality on Sport Consumption Behavior: The moderating effect of commitment. *Tae Ho Kim, University of Florida; Yong Jae Ko, University of Florida; Yong Chae Rhee, University of Florida*

Chair:

**Stephen Michael McKelvey**, University of Massachusetts Amherst

### **056. Understanding Attachments to Brands**

*1:30 to 3:00 pm*

*Boston Copley: Room 3: Salons C/D (4th Floor)*

Participants:

Will They Stay or Will They Go? Affective Commitment and Consumer Responses to Negative Information. *Christy Ashley, East Carolina University; Sajeew Varki, University of South Florida*

The Relationship between Brand Loyalty and Brand Love and their effects on Purchase Behavior and Word-of-Mouth. *Marc Fetscherin, Harvard (3rd Floor) University & Rollins College*

Brand Community and Value Creation. *Chia-Wen Chang, Feng Chia University; Heng-Chiang Huang, National Taiwan University*

Discussant:

**Marc Fetscherin**, Harvard (3rd Floor) University & Rollins College

### **057. Doing the Right Thing or Doing the Thing Right**

*1:30 to 3:00 pm*

*Boston Copley: Room 4: Salons H/I (4th Floor)*

Participants:

Doing the Right Things Right or Just Doing Things: The Importance of Firms' Implementation Capabilities for Brand Strategy Performance. *Alexander Haas, University of Bern; Adele J. Huber, University of Bern*

How individual-level social capital leads to superior organizational capabilities. *Jan Kemper, RWTH Aachen University; Malte Brettel, RWTH Aachen University*

Marketing Strategy for SCA and Persistence of a Firm's Performance in the Pharmaceutical Industry. *Woojung Chang, University of Alabama; Robert Morgan, University of Alabama*

Leveraging Resources to Enhance Retail Success: A Proposed Framework. *Efua Obeng, University of Pittsburgh; John Hulland, University of*

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Pittsburgh; James Maxham, University of Virginia; Robert Gilbert, University of Pittsburgh

Chair:

**John Hulland**, University of Pittsburgh

### 058. Identity and Consumer Culture

1:30 to 3:00 pm

Boston Copley: Room 5: Salons J/K (4th Floor)

Participants:

Anglo-American Animosity towards the use of the Spanish Language: An Exploratory Study. *Joseph P. Little, Grand Valley State University; Nitish Singh, Saint Louis University*

Effect of Personality Traits on Global and National Identification and Attitude towards the Ad. *Stanford A. Westjohn, The University of Toledo; Peter Magnusson, Northern Illinois University; Nitish Singh, Saint Louis University*

Exporters' Foreignness-Induced Cognitive Disorientation. *Claude Obadia, Advancia-Negocia, Paris; Irena VIDA, University of Ljubljana*

Generational Analysis of Hispanics in the United States: The Acculturation to a Puffery-Laden World. *Maria Eugenia Barua, The University of Texas at El Paso; John Hadjimarcou, The University of Texas at El Paso; Fernando R. Jiménez, The University of Texas at El Paso; Donald A Michie, University of Texas at El Paso*

Chair:

**Jack Wei**, University of West Georgia

### 059. The Service Experience: Online, Offline, and International Contexts

1:30 to 3:00 pm

Boston Copley: Room 6: Simmons (3rd Floor)

Participants:

Perceived Credibility of Online Consumer Reviews: An Investigation across Three Service Categories. *PRADEEP RACHERLA, West Texas A&M University*

The Customers' Experience of Surfing a Website: An Empirical Comparison between Goods and Services. *Ebrahim Mazaheri, Concordia University; Marie-Odile Richard, University of Montreal; Michel Laroche, Concordia University*

The Moderating Effects of Customer Predisposition Characteristics in Service Experience: Imaginary Orientation and Participation Desirability. *Ping Dong, Hong Kong Baptist University; Noel Yee-Man Siu, Hong Kong Baptist University*

Identification and Classification of quality attributes in a gymnasium's service setting: A study conducted in the Indian context. *Nirmalya Bandyopadhyay, Goa Institute of Management*

### 060. Sustainability and Consumer Empowerment

1:30 to 3:00 pm

Boston Copley: Room 7: Suffolk (3rd Floor)

Participants:

Fostering Sustainable Consumption through Consumer Empowerment. *Cristina Cardigo, IBS - ISCTE Business School; Paulo Rita, IBS - ISCTE Business School*

Promoting Consumer Recycling Behavior: Personal Norm, Awareness of Consequences, and the Theory of Planned Behavior. *Joohyung Park, Purdue University; Sejin Ha, Purdue University*

Building an understanding of consumer empowerment. *Lindsay McShane, Queen's University*

When Having Is Not Enough: The Mediating Effect of Satisfaction. *Jing Yang Zhong, Cass Business School; Vincent Wayne Mitchell, Cass Business School City University London*

Chair:

**Kathy Kanwalroop Dhanda**, DePaul University

### 061. Understanding Consumer Segments

1:30 to 3:00 pm

Boston Copley: Room 8: Wellesley (3rd Floor)

Participants:

Are Today's Millennials About to Splinter into a New Generational Cohort? An Analysis of College Upperclassmen. *Charles Daniel Schewe, University of Massachusetts at Amherst; Kathleen Debevec, University of Massachusetts; William Diamond, University of Massachusetts Amherst; Shabnam Haj Azim Zanjani, University of Massachusetts- Amherst*

To Change or to Stand: The Replacement Mechanism between Conformity and Counter-Conformity Behaviors. *Ting-Jui Chou, Renmin University of China; Veronica Wong, Sussex University; Qi Dai, University of Science and Technology of China; En-Chung Chang, Renmin University of China*

Using Qualitative Diary Research to Analyse Older Consumers' Packaging Experiences. *Lynn Sudbury, Liverpool John Moores University, UK; Peter Simcock, Liverpool John Moores University, UK*

Understanding Older Consumers through Cognitive Age, Health Condition and Financial Status: Empirical Evidence from Japan. *Emmanuel Chéron, Sophia University; Florian Kohlbacher, German Institute for Japanese Studies (DIJ)*

Chair:

**Fleura Bardhi**, Northeastern University

# 2010 AMA Summer Marketing Educators' Conference

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### 062. Meet the Non-AMA Journal Editors

1:30 to 3:00 pm

Boston Copley: Room 9: Regis (3rd Floor)

Participants:

- Journal of the Academy of Marketing Science. *Tomas Hult, Michigan State University*
- Journal of the Academy of Marketing Science
- Journal of Consumer Psychology. *Choong W Park, USC*
- Journal of Consumer Psychology
- Journal of International Business Studies. *Daniel Bello, Georgia State University*
- Journal of International Business Studies
- Journal of Product Innovation Management. *Anthony Di Benedetto, Temple University*
- Journal of Product Innovation Management
- Journal of Retailing. *James R. Brown, West Virginia University; Rajiv P Dant, University of Oklahoma*
- Journal of Retailing
- Journal of Service Research. *Katherine N Lemon, Boston College*
- Journal of Service Research
- Journal of Personal Selling and Sales Management. *James Boles, Georgia State University*
- Journal of Personal Selling and Sales Management
- Marketing Science. *Peter Fader, Wharton School/Univ. of Penn.*
- Marketing Science

3:00 P.M. – 3:30 P.M.

**Break**

Location: Salon E (4th Floor)

3:30 PM – 5:00 PM

**Conference Sessions 063. – 071.**

### 063. Neglected and Emerging Topics in Inter-Organizational Marketing

3:30 to 5:00 pm

Boston Copley: Room 1: Provincetown (4th Floor)

Participants:

- And Sustainability DOES Pay Off in Highly Competitive Markets... *Jan Kemper, RWTH Aachen University; Malte Brettel, RWTH Aachen University*
- Environmental Corporate Social Responsibility as a Core Competence of the Firm. *Hannah Joy Stolze, University of Tennessee; Diane A Mollenkopf, University of Tennessee; Daniel J Flint, University of Tennessee*
- An Empirical Examination of the Dark Side of Relationship Marketing within a Business to Business Context. *Brent Baker, University of North Dakota; Rajiv P Dant, University of Oklahoma*
- The Impact of Market Orientation on the Development of Relational Capabilities and Performance Outcomes. *Stephan C. Henneberg, Manchester Business School; Maria Smirnova, School of Management, St Petersburg State University; Peter Naude, Manchester Business School; Stefanos Mouzas, Department of Marketing, Lancaster University Management School*

Chair:

**Gary Frankwick**, Oklahoma State University

### 064. SIG Global: Global Perspectives on the Role of Marketing in Creating Value and Enhancing Societal Welfare

3:30 to 5:00 pm

Boston Copley: Room 2: Salons A/B (4th Floor)

Panelists:

- Liesl Riddle**, George Washington University
- Jennifer Brinkerhoff**, George Washington University
- Kate Gillespie**, University of Texas at Austin
- Jerome Williams**, University of Texas at Austin
- Anna Helm**, George Washington University
- Frank Franzak**, Virginia Commonwealth University
- Dennis Pitta**, University of Baltimore

Chair:

**Frank Franzak**, Virginia Commonwealth University

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### 065. SIG Teaching and Learning: The Role of Educators in Creating Value in the Marketing Classroom

3:30 to 5:00 pm

Boston Copley: Room 3: Salons C/D (4th Floor)

Chairs:

**Victoria Crittenden**, Boston College

**Dawn Deeter-Schmelz**, Ohio University

**Jon M. Hawes**, Indiana State University

**Richard C Hanna**, Northeastern University

### 066. SIG - Sports and Event Marketing: Multifaceted Aspects of Sponsorship-Linked Marketing

3:30 to 5:00 pm

Boston Copley: Room 4: Salons H/I (4th Floor)

Participants:

Determining Sponsorship ROI: A Multi-Wave/Hierarchy of Effects Approach. *David Nickell, University of West Georgia; Edward Rigdon, Georgia State University; Wesley Johnston, Georgia State University*

An Empirical Examination of Affective Responses to Images in Sponsorship-Linked Marketing. *T. Bettina Cornwell, University of Michigan; Ottmar Lipp, University of Queensland*

Sponsorship Portfolios: Framing Effects with Sport and Cause Sponsorships. *Monica Chien, University of Queensland; T. Bettina Cornwell, University of Michigan; Pappu Ravi, University of Queensland*

Chair:

**Keven Malkewitz**, Oregon State University

Discussant:

**Andrew Rohm**, Northeastern University

### 067. SIG SALES: Managing the Pedagogical Intensity of the Sales Curriculum

3:30 to 5:00 pm

Boston Copley: Room 5: Salons J/K (4th Floor)

Participants:

University of Toledo. *Ellen Bolman Pullins, University of Toledo; Deirdre Jones, University of Toledo*

University of Alabama-Tuscaloosa. *Lenita Davis, University of Alabama-Tuscaloosa*

### 068. SIG-Healthcare: Focus on the Patient: Considering Complex Issues in Healthcare with a Services Marketing Perspective

3:30 to 5:00 pm

Boston Copley: Room 6: Simmons (3rd Floor)

Participants:

Effects of Customer Effort and Emotion on Perceptions of a Professional Service Experience. *Andrew S Gallan, Case Western Reserve University; Cheryl Burke Jarvis, Southern Illinois University; Stephen W. Brown, Arizona State University; Mary Jo Bitner, Arizona State University*

Socio-Ecological Approach to Transformative Services Research and Diabetes: Hope out of Hopelessness. *Laurel Anderson, Arizona State University*

Can the Doctor Intervene? The Influence of Targeted Physician Initiatives on Patient Resource Use and Health Outcomes. *Leonard Berry, Texas A&M University; Andrea Godfrey, University of California, Riverside; Kelly Haws, Texas A&M University; Kathleen Seiders, Boston College*

### 069. SIG-Relationship Marketing: Trade Show Marketing: Strategies for a Changing Economy

3:30 to 5:00 pm

Boston Copley: Room 7: Suffolk (3rd Floor)

Participants:

A Dynamic Model: Trade Show Selection and Spending. *Shrihari Sridhar, Michigan State University*

The Role of Virtual Trade Fairs in Relationship Value Creation. *Anja Geigenmueller, TU Bergakademie Freiberg*

Teaching Exhibit Marketing: Curriculum Notes. *Margit B. Weisgal, Trade Show Exhibitors Association*

Chair:

**Elyria Kemp**, Texas State University

### 070. SIG: International Entrepreneurial Marketing

3:30 to 5:00 pm

Boston Copley: Room 8: Wellesley (3rd Floor)

Participants:

Literature Review and Research Directions for International Entrepreneurial Marketing. *Morgan P. Miles, Georgia Southern University; Glenn Omura, Michigan State University*

Measuring Customer and Entrepreneurial Oriented Attitudes and Behaviors - An International Study to Advance Entrepreneurial Marketing Research. *Fabian Eggert, San Jose State University; Sascha Kraus, University of Liechtenstein; Sean Laraway, San Jose State University; Susan Snyckerski, San Jose State University*

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Chair:

**Claes Hultman**, Örebro Universitet

Discussant:

**Chickery Kasouf**, Worcester Polytechnic Institute

### 071. SIG: IO Creating Value with Channels of Distribution: Emerging Perspectives

3:30 to 5:00 pm

Boston Copley: Room 9: Regis (3rd Floor)

Creating Value with Channels of Distribution: Emerging Perspectives

Panelists:

**Anne Coughlan**, Kellogg School, Northwestern University

**Mrinal Ghosh**, University of Arizona

**Sandy Jap**, Emory University

**Das Narayandas**, Harvard (3rd Floor) University

**Lisa K. Scheer**, University of Missouri

Chair:

**Vishal Kashyap**, Xavier University

## MONDAY, AUGUST 16, 2010

8:00 A.M. – 12:00 P .M.

### Conference Registration

Location: Foyer (4<sup>th</sup> Floor)

8:00 A.M. – 11:00 A.M.

### Academic Placement Registration

Location: Arlington (3rd Floor)

8:00 A.M. – 11:00 A.M.

### Academic Placement Interviews

Location: Back Bay Hall (3rd Floor)

8:30 AM – 10:00 AM

### Conference Sessions 072. – 079.

#### 072. New Empirical Insights and Theoretical Perspectives on Channel Relationships

8:30 to 10:00 am

Boston Copley: Room 2: Salons A/B (4th Floor)

Participants:

SMEs Use of Relational Governance in Export Channels. *Claude Obadia, Advancia-Negocia, Paris; Irena VIDA, University of Ljubljana*

Manufacturer-Reseller E-business Arrangements: The Impact of Inequity on Relationship Performance and Moderating Role of Dependence.

*Talai Osmonbekov, Northern Arizona University; Tom Gruen, Colorado State University*

An Exploratory Examination of Shared Values in Channel Relationships. *Vishal Kashyap, Xavier University; Eugene Sivadas, University of Washington Tacoma*

Slotting Payments and Channel Strategy: An Analysis Based on Financial Restatements Pursuant to FASB EITF 01-9. *Ravi Achrol, The George Washington University; Joo Hwan Seo, George Washington University*

Chair:

**Delancy Howard Sterling Bennett**, University of Massachusetts at Amherst

#### 073. Branding Via Sports

8:30 to 10:00 am

Boston Copley: Room 3: Salons C/D (4th Floor)

Participants:

Brand Personality and Athlete Identification. *Brad D Carlson, Saint Louis University; Todd Donavan, Colorado State University; Swinder Janda, Kansas State University*

Consumer Patriotism and Response to Patriotic Advertising in Sporting Event Contexts: A Test for Group Differences on Structural Constraints.

*Yongjae Kim, Kutztown University of Pennsylvania; Yong Jae Ko, University of Florida*

Brand Equity in Higher Education: The Contribution of Intercollegiate Athletics. *Jeffrey L. Stinson, Central Washington University; Adam J. Marquardt, University of Richmond*

Exploring the Relationship between Team-as-Brand Personality and Geographic Personality: Consumer Perceptions of Sport Teams and Cities. *Kirk Damon Aiken, Eastern Washington University; Richard Campbell, Sonoma State University*

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Chair:

**Narasimhan Srinivasan**, University of Connecticut

### 074. Customer-Focused Research in Healthcare: Implications for Marketing Strategy Development

8:30 to 10:00 am

Boston Copley: Room 4: Salons H/I (4th Floor)

Participants:

Famous People Participation in Social Marketing Programs: A Research Focusing on Public Health. *Beatriz Casais, University of Porto, Faculty of Economics; João F. Proença, University of Porto, Faculty of Economics*

Information Seeking Process For OTC Products: A Finite Mixture Approach Analyzing Consumer Heterogeneity. *Hans H. Bauer, University of Mannheim; Kai N. Bergner, University of Mannheim; Daniel Heinrich, University of Mannheim*

Relationship Marketing in the Pharmaceutical Industry. *Melissa Clark, University of North Alabama; Douglas Vorhies, University of Mississippi*  
The Role of Support Mechanisms in The Process of Identity Transition of HIV-positive People. *Yelena Tsarenko, Monash University; michael Jay Polonsky, Deakin University*

Chair: Andrew S. Gallan, Case Western Reserve University

### 075. Sales and Marketing Working Together

8:30 to 10:00 am

Boston Copley: Room 5: Salons J/K (4th Floor)

Participants:

Fostering Brand Evangelism in Salespeople. *Douglas E Hughes, Michigan State University; Brian Baldus, Michigan State University; Roger J. Calantone, Michigan State University; Rich Spreng, Michigan State University*

Investigating the Marketing-Sales Interface: Promising Areas for Future Research. *Wim Biemans, University of Groningen; Avinash Malshe, University of St Thomas, MN; Maja Makovec Brenčič, University of Ljubljana, Slovenia*

Leveraging Customer Specific Relationship Marketing Investments' Impact on Customer Loyalty by Varying the Investments over Time. *Conor Michael Henderson, University of Washington; Robert Palmatier, University of Washington; Joel Huber, Duke University*

The impact of internet marketing on firms' online performance: European evidences. *Maria Teresa Tiago, University of the Azores; Flavio Gomes Tiago, University of the Azores*

Chair:

**John Andy Wood**, West Virginia University

Discussant:

**Ramendra Singh**, Indian Institute of Management

### 076. Insights to Social Media Marketing

8:30 to 10:00 am

Boston Copley: Room 6: Simmons (3rd Floor)

Participants:

The Impact of Advertising, Trustworthiness, and Valence on the Effectiveness of Blogs. *RITU LOHTIA, GEORGIA STATE UNIVERSITY; Naveen Donthu, Georgia State University; Monica Dee Guillory, GEORGIA STATE UNIVERSITY*

The Impact of Consumer Buzz and Search Traffic on Firm Value. *Xueming Luo, UTA*

Determinants of Social Media Usage: An Empirical Investigation. *Jeen Su Lim, The University of Toledo; John H. Heinrichs, Wayne State University; Kee Sook Lim, The University of Toledo*

The Motivation to Generate Product Reviews: A Longitudinal Study of the Impact of Reviewer Rankings. *Charla K. Mathwick, Portland State University*

Chair:

**Terri C Albert**, University of Hartford

### 077. Innovation: Broader, More Responsible

8:30 to 10:00 am

Boston Copley: Room 7: Suffolk (3rd Floor)

Participants:

Social yet Powerful: Social Competency and Its Roles in New Product Development. *Jifeng Mu, Alabama A&M University; Gengmiao Zhang, Xi'an Jiaotong University; Douglas L. MacLachlan, University of Washington*

Social Capital and Management Learning in New Product Development and Its Interaction with External Uncertainties. *Simon Land, RWTH Aachen University; Malte Brettel, RWTH Aachen University*

The Takeoff of Environmental Technologies: An Evolutionary Analysis of Relevant Drivers. *Giulia Calabretta, BI - Norwegian School of Management*

Introducing Sustainable New Products: The Drivers of Willingness to Pay. *Dominik Walcher, Salzburg University; Christoph Ihl, RWTH Aachen University*

Chair:

**Rebecca J Slotegraaf**, Indiana University

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### 078. Enhancing Learning Vis-à-vis New Media, New Curricula, and New Approaches but with the Same Old Problems

8:30 to 10:00 am

Boston Copley: Room 8: Wellesley (3rd Floor)

### 079. Advances in Measurement and Sampling

8:30 to 10:00 am

Boston Copley: Room 9: Regis (3rd Floor)

Participants:

Characteristics of Single-Item Measures in Likert Scale Format. *Aliosha Alexandrov, University of Wisconsin Oshkosh*

Computer based lie detection technique for scale validation. *Alessandro Arbore, Bocconi University; Isabella Soscia, Universita' Bocconi; Giulia Miniero, Bocconi University*

Cost-sensitive Learning via Priority Sampling to Improve the ROI of Direct Marketing. *Geng Cui, Lingnan University; Man Leung Wong, Lingnan University; Xiang Wan, Hong Kong University of Science and Technology*

Discriminant Validity Testing: Critical Commentary, and Suggestions. *Robert Ping, Wright State*

Chair:

**Naresh Malhotra**, Nanyang Business School, NTU, Singapore

10:00 AM – 10:30 AM

**Break**

Location: Foyer (4<sup>th</sup> Floor)

10:30 AM– 12:00 PM

**Conference Sessions 080. – 088.**

### 080. Frontiers in Teaching Marketing Analytics: Curriculum Design and Analytical Tools

10:30 to 12:00 pm

Boston Copley: Room 1: Provincetown (4th Floor)

### 081. Putting Values, Consistency and Power to the Test: Challenging Assumptions about Cultural Differences

10:30 to 12:00 pm

Boston Copley: Room 2: Salons A/B (4th Floor)

Participants:

"History" or "Affluence"? Explaining value differences across 195 regions in Europe. *Hester Van Herk, VU University Amsterdam; Ype Hendrik Poortinga, Tilburg University*

Cross-Cultural Differences in Preference for Consistency: Implications for Persuasion. *Wenyu Dou, mkwydou@cityu.edu.hk; Ann E. Schlosser, University of Washington, Michael G. Foster School of Business*

Cultural orientation, power goals, and product evaluations. *Carlos J. Torelli, University of Minnesota, Carlson School of Management; Sharon Shavitt, University of Illinois*

Chairs:

**Hester Van Herk**, VU University Amsterdam

**Ann E. Schlosser**, University of Washington, Michael G. Foster School of Business

### 082. Innovation in Sports Marketing

10:30 to 12:00 pm

Boston Copley: Room 3: Salons C/D (4th Floor)

Participants:

Engaging Consumers through Innovation: Measuring Event Innovativeness in Spectator Sports. *Masayuki Yoshida, Biwako Seikei Sport College; Jeffrey D. James, Florida State University*

Making a Difference: Empowerment as an Outcome of Charity Sport Event Participation. *Kevin Filo, University of Massachusetts; Mark Groza, University of Massachusetts; Sheranne Fairley, University of Massachusetts*

Application of the Regulatory Focus Theory to Fantasy Sport Consumption Behavior. *Kevin Phillip Cattani, University of Florida; Yong Jae Ko, University of Florida*

The Impact of Marketing on Sport-related Success. *Stefan Hattula, University of Mannheim; Maik Hammerschmidt, University of Mannheim; Hans H. Bauer, University of Mannheim*

Chair:

**Lynn Richard Kahle**, University of Oregon

### 083. Marketing and the Law: Controlling Brand Identity for both Products and Celebrities

10:30 to 12:00 pm

Boston Copley: Room 4: Salons H/I (4th Floor)

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### Participants:

Evaluating the Evidence that Proves Secondary Meaning in Trademark Law. *David Orozco, College of Business - Florida State University*  
The Role of Consumer Surveys in Trademark Infringement Cases: Evidence from the Federal Courts. *Robert Bird, University of Connecticut; Joel Steckel, New York University*  
Celebrity Endorsers: Legal Rights and Evolving Issues. *Billy Jones, Wayne State University; Fred Morgan, Wayne State University; Carla Childers, Ohio University; Chris McCrory, Buffalo Trace Distilleries; Gary Hunter, Illinois State University; Jeffrey Stoltman, Wayne State University; Stephen Vargo, University of Hawaii - Manoa*

### Chair:

**Craig Andrews**, Marquette University

### Discussant:

**Catharine M Curran**, University of Massachusetts Dartmouth

### 084. Sales and Human Resources Working Together

10:30 to 12:00 pm

Boston Copley: Room 5: Salons J/K (4th Floor)

### Participants:

Person-Organization Fit and Boundary Spanning Behavior: The Role of Intrinsic Motivation and Emotional Exhaustion. *Jay Jaewon Yoo, Oklahoma State University; Gary Frankwick, Oklahoma State University*  
To Sell Or Not To Sell: Exploring The Role Of Neutralizations In Unethical Sales Behavior. *Laura Serviere, The University of North Texas, Dallas; Jesus Tanguma, The University of Texas - Pan American; Anshu Saran, University of Texas-Perman Basin*  
Expanding the Understanding of Facets of Job Satisfaction: Antecedents, Gender Differences, and the Inside/Outside Sales Role. *Brian Rutherford, Purdue University; JungKun Park, University of Houston; Greg W. Marshall, Rollins College*  
The State of Research Methods in the Journal of Personal Selling and Sales Management. *Thomas George Brashear, University of Massachusetts Amherst; Anthony Asare, Quinnipiac University; JING YANG, Pennsylvania State University at Harrisburg*

### Chair:

**David A. Gilliam**, Oklahoma State University

### 085. Digital Marketing and The Customer Experience

10:30 to 12:00 pm

Boston Copley: Room 6: Simmons (3rd Floor)

### Participants:

Seeing is Believing: Video Reviews as a Substitute for Haptic Product Information. *Monica Hodis, St John Fisher College; Rajendran SriramachandraMurthy, Rochester Institute of Technology*  
An Examination of Brand Presence Strategies in the 3D Virtual Environment. *Jason Aaron Gabisch, University of Massachusetts; Kholekile L Gwebu, University of New Hampshire*  
Overcoming privacy concern and enhancing online information sharing: the role of initial trust and incentives. *Sandro Castaldo, SDA Bocconi School of Management - Bocconi University; Charles Hofacker, Florida State University; Monica Grosso, SDA Bocconi School of Management - Bocconi University; Katia Premazzi, Bocconi University*  
How Virtual Experience-Driven Community Identification Leads to Trust and Engagement: Evidence from Online Game Community. *Chiu-Ping Hsu, Department of International Business of National Taiwan University; Yi-Fang Chiang, Department of International Business of National Taiwan University; Heng-Chiang Huang, National Taiwan University*

### Chair:

**Richard C Hanna**, Northeastern University

### 086. Innovation: Faster, Wider, Better

10:30 to 12:00 pm

Boston Copley: Room 7: Suffolk (3rd Floor)

### Participants:

Follow The Value! Tracking The Value of Design Through the NPD Process. *minu Kumar, San Francisco State University; Charles H. Noble, University of Mississippi*  
Effective downstream coupling of innovations: high performance antecedents and implications for management. *Anthony Di Benedetto, Temple University; Gaia Rubera, Michigan State University; Linlin Chai, Michigan State University*  
New Product Development Decisions: Making Sense of the Smörgåsbord. *Serdar S. Durmusoglu, University of Dayton*  
Should You Speed Innovative New Products to Market? *Francisco-Jose Molina-Castillo, University of Murcia; Michael A. Stanko, North Carolina State University; Carolina Lopez-Nicolas, University of Murcia*

### Chair:

**Giulia Calabretta**, BI - Norwegian School of Management

### 087. Marketing Education and Teaching Innovation

10:30 to 12:00 pm

Boston Copley: Room 8: Wellesley (3rd Floor)

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Participants:

Attracting Students to Higher Education - The Role of the Field of Study's Image. *Tom Schoepe, TU Bergakademie Freiberg; Anja Geigenmueller, TU Bergakademie Freiberg; Margit Enke, TU Bergakademie Freiberg*

Digital Marketing: The Time For A New "Academic Major" Has Arrived. *Cliff Wymbs, Baruch College/CUNY*

How Students Want to be Treated in Student-Professor Encounters - An Intra-National Comparison Study. *Thorsten Gruber, The University of Manchester; Anthony Lowrie, Minnesota State University; Glen Brodowsky, California State University; Alexander E. Reppel, Royal Holloway, University of London; Roediger Voss, HWZ University of Applied Sciences of Zurich, Center for Strategic Management*

Motivation, Inequities as Antecedents of Social Loafing in Marketing Research Projects. *Pradeep Kumar Tyagi, San Diego State University*

### 088. Innovative Methodological Applications

10:30 to 12:00 pm

*Boston Copley: Room 9: Regis (3rd Floor)*

Participants:

An Rx for the Health of Pharmaceutical Alliances: Mathematical Model and Empirical Analysis to Maximize Financial Performance. *K Sivakumar, Lehigh University; Subroto Roy, University of New Haven*

Online Environmental Citizenship: A Leximancer Analysis of Green Blogs. *Edwina Luck, Queensland University of Technology; Ayu Ginanti, QUT*

Time View Manipulation and Its Impact on Product Attribute Evaluation. *Jack Wei, University of West Georgia; Naveen Donthu, Georgia State University; Ken Bernhardt, Georgia State University*

Toward an Understanding of Consumer Comments about Food Ads: A Latent Semantic Analysis. *Mariel Ma, University of North Texas; Nicholas Evangelopoulos, University of North Texas; nancy Spears, University of North Texas*

Chair:

**Carolyn Sara Findley**, The University of Alabama